

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

12. (original) An apparatus for self-checkout of non-bar coded items, comprising:  
a PLU entry device having a display and a GUI, wherein the GUI provides on the display a predetermined image corresponding to a non-bar coded item, and provides a user with means for selecting the predetermined image of the non-bar coded item; and  
a processing unit, wherein the processing unit maintains a list of most frequently sold items, and the image of at least one item on the list of most frequently sold items is provided on a selected display screen.
13. (original) The apparatus of claim 12, wherein the processing unit maintains for each item a count of a number of units of the item sold within a predetermined period of time.
14. (original) The apparatus of claim 12, wherein the processing unit updates the list of most frequently sold items as sales take place at checkout terminals.
15. (original) The apparatus of claim 12, wherein the processing unit updates the display screen when the list of most frequently sold items changes.
16. (original) The apparatus of claim 12, wherein an image of a generic category of items is provided on the display, and the displayed image of the generic category is selected by the user to view images of respective items in the generic category.
17. (original) The apparatus of claim 12, wherein the display is a touch screen.
18. (original) The apparatus of claim 12, wherein a graphic keypad is provided on the display by the GUI.
19. (original) The apparatus of claim 12 further comprising a GUI editor, wherein the GUI editor is used to configure the GUI for non-bar coded items.
20. (original) The apparatus of claim 12 further comprising a PLU database,  
wherein the PLU entry device supplies a PLU corresponding to the non-bar coded item selected by the user, and the processing unit receives and uses the PLU supplied by the PLU entry device to retrieve a price of the selected non-bar coded item from the PLU database.
21. (original) The apparatus of claim 12, wherein the PLU database also stores images of the plurality of items.

Claims 22 – 31 cancelled without prejudice.

32. (new) A method for self-checkout of non-bar coded items, the method comprising:

at a self-checkout system processing unit,

computing frequency of sale of a plurality of non-bar-coded items, and

selecting a subset of the non-bar-coded items based on the computed frequency of sale;

and

at a self-checkout terminal, displaying a self-checkout user interface on a display unit, the displayed interface comprising a plurality of images, each image representing one of the selected subset of non-bar-coded items;

at a user input device, receiving an input selecting one of the displayed images; and

adding to a list of purchased items an item identified by the selected display image.

33. (new) The method of claim 32 further comprising updating the selected subset of non-bar-coded items based on a change in the frequency of sale, and wherein displaying the self-checkout user interface comprises displaying images corresponding to the updated subset.

34. (new) The method of claim 32 wherein computing frequency of sale comprises computing for each item a count of a number of units of the item sold within a predetermined period of time.

35. (new) The method of claim 32 further comprising updating the list of most frequently sold items as sales take place at checkout terminals.